

Campaign Overview

What are we doing?

Eat Smart. Play Hard.™ is a national nutrition education and promotion campaign designed to convey science-based, behavior-focused and motivational messages about healthy eating and physical activity. The campaign uses Power Panther™ as the primary communication vehicle for delivering nutrition and physical activity messages to children and their caregivers. Support materials include posters, a slogan, Power Panther™ costumes, and other materials. Messages developed for the campaign are based on the Dietary Guidelines for Americans and the Food Guide Pyramid.

The campaign focuses on four basic themes and includes messages related to each theme:

Breakfast

Be a Role Model: Eat
Breakfast with Kids
Power Up with
Breakfast

Snacks

Grab Quick and Easy
Snacks

Balance

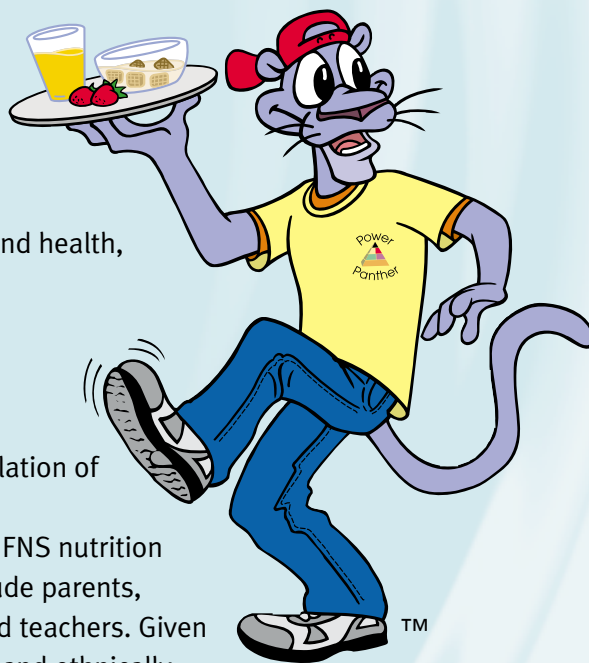
Balance Your Day with
Food and Play

Physical Activity

Move More. Sit Less
Make Family Time an
Active Time

What do we want to achieve?

- ! Encourage families to adopt behaviors that are consistent with the Dietary Guidelines for Americans and the Food Guide Pyramid.
- ! Communicate behavioral and motivational nutrition education and physical activity messages to children and caregivers.
- ! Foster positive behavior change to promote nutrition and health, and reduce the risk for obesity and chronic diseases.



Who do we want to reach?

The target audience for this campaign is the diverse population of preschool and school-aged children (ages 2-18 years) participating or eligible to participate in FNS nutrition assistance programs and their caregivers. Caregivers include parents, guardians, child care providers, after school providers, and teachers. Given the progressive nature of the campaign and the culturally and ethnically diverse populations served by FNS nutrition assistance programs, plans are to segment the target population further in ensuing years of the initiative. The campaign is designed to reach the target group where they live, work, learn, and play, using multiple communication vehicles, approaches, and channels.

Eat Smart. Play Hard.™

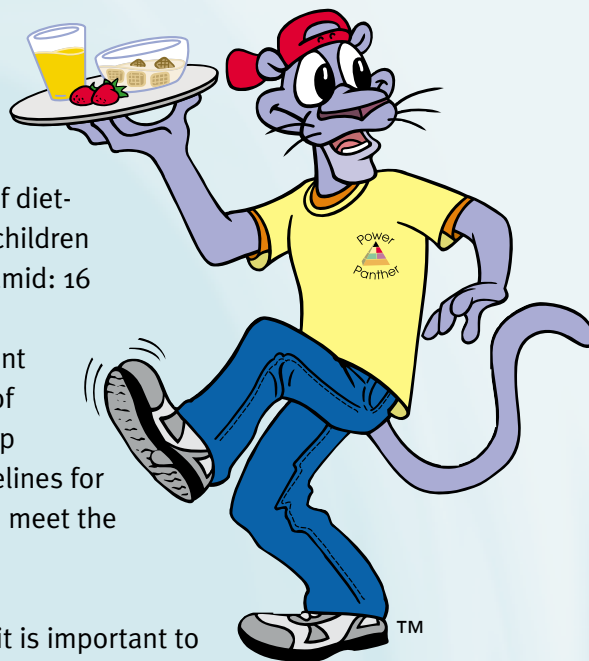
United States Department of Agriculture • Food and Nutrition Service

Why is **Eat Smart. Play Hard.™** needed?

The **Eat Smart. Play Hard.™** slogan is designed to promote healthy eating and physical activity behaviors in children in an effort to promote optimal well-being as well as to curb the prevalence of diet-related health problems. Only 2 percent of America's children meet all the recommendations of the Food Guide Pyramid: 16 percent do not meet any; less than 20 percent eat the recommended servings of vegetables; about 25 percent eat the recommended servings of grains; 30 percent of school children consume the recommended milk group servings; 16 percent of school children meet the guidelines for saturated fat; and only 19 percent of girls ages 9 to 19 meet the recommended intakes for calcium.

Since dietary habits are established very early in life, it is important to teach proper nutrition as early in life as possible. Healthy eating and physical activity are important life skills that help children grow and prevent them from developing health problems later in life, including obesity. Obesity in youth often carries over into adulthood contributing to the development of many chronic diseases including heart disease and diabetes.

Nutrition education can help improve diets, when behavior change is the focus and science-based educational strategies are used to design interventions targeting changes in behavior. Caregivers have a strong influence on the development of healthful lifestyles. The **Eat Smart. Play Hard.™** slogan and campaign are designed to motivate children and their caregivers to make positive changes in eating and physical activity behaviors in order to improve long-term health and reduce the risk of developing diet-related diseases.



Eat Smart. Play Hard.™

United States Department of Agriculture • Food and Nutrition Service